

8/31 Comm 427

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ORAL PRESENTATIONS: — separate unit (3)
[1/2 verbal — 5-7 minutes.
3 paper —
volunteer data & topics!]

WHAT CONSTITUTES AN ISSUE!

ENDemic TO

THOSE ACTIVITIES/EVENTS / IDEAS (VIEWS) AS
CONTROVERSIAL / TARGET TO STATUS
QUO / VERY POLARIZED = STRONGLY
AGAINST & STRONGLY FOR

→ PRESS TREATMENT OF PROTESTS — BECOMES
A MEDIA EVENT. DOES IT TEND
TO LEAN IN ONE DIRECTION OR THE
OTHER

PAPER IDEA: "MEDIA EFFECT ON VIOLENCE & CIVIL
RIGHTS & CLAIMS TO OBJECTIVITY"

THE RESPONSIBILITY OF TV — POWER →
REGULATED / UNREGULATED MEDIA → ?
ORGANIZED AROUND IT

GREAT TEACHING TOOLS → OLD CONCEPT →

CABLE INTRUSION INTO SCHOOL SYSTEM -

TEACHING FUTURE COMMERCIAL VIEWERS -

IF YOU CAN PICK ONE PERSPECTIVE - YES/NO

(SUB ORIENTED, MEDIA CONTROL)

ORAL - FAIRNESS - BOTH SIDES

PAPER - TAKE A SIDE

TO ANALOGY! - FAX

DOES CENSORSHIP CREATE MARKETS

MEDIA

LAST STAGE OF COMMUNITY - ELECTRONIC WARFARE

YOU CAN FIND QUALITY?!! - Q112 -> Sept 5th

C4P-FILES

PROBLEMS/SOLUTIONS - TO CURRENT MEDIA ISSUES IN CRITICAL NOTES.

CATCH-ALL, NOT LARGE ENOUGH TO MAKE INTO ORAL/PAPER PRESENTATION
HOW MUCH IS ENOUGH? 4 or 5 articles

PER WEEK eg $4/5 \times 16 = 80$ clips.

-> CAN USE TV LOG -

SNAP SHOT THAT POSES A QUESTION OPEN TO DEBATE.

TIME/DATE/MEDIA/PERSONALITIES
SUBJECT.

Wm 1505 - Chapter 1 - Newspapers

WAB who's full to newspaper

"1986" job race editor -

rather like survey = young people
not reading up.

market in director → new power
(old editor power)

changing times

~~6m square~~ = look like everybody
else = zero creativity

"their journalistic options will be proscribed
by someone else's bottom line"

→ selling business of financial and
newspapers.

tailored product -

help - an copy, briefs, work sheets

* anchored feature →

fixing paper to address
interests.

What the troops are saying →
way to readers instruct the press?

- (1) errors
- (2) reporters/editors not conversant w/ checked
- (3) monopolies
- (4) large corp.
- (5) secret com
- (6) good & well liked.

Political cartooning: ~~What~~ Following
the laughter
create images.

Laugh is — the likable target
by people wait funny.
Humor for a closer eye
Denise S. Bowersbury
more fun to come

Censorship of the Student Press
Handwritten Advertiser
Billing ~~Censorship~~
publishers rights.
Evening Post -

Grand Republic - look away from
uncomfortable situations?

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(4th col. ac) ~~Business~~ vs. Public trust



Flexibility
Newspaper = collapsible medium
in-depth

paid subscription

~~audited~~ ~~audited~~ circulation → audited

rates

advertising
classified

retail drops → truck association
"catering egg day"



(1) lobbying association

(2) retail-truck support group

needs to be crisis lobbying

→ oil

→ terrorism

→ apple growers - makes good copy
to all papers before press conf.

* newspaper reflect such ~~thing~~

~~organ~~ ~~media~~ ~~large~~ Organizational ~~Ecology~~
What's here

Seasonal know/letter... /
Fast Thursday ...


95% advertising w/
ribbin story. =
rev


(Aradston dept. ~~E~~)

Broad casting study ~~problem~~

→ ~~revenue~~ Revenue vs. advertising.
→ PBS - public = ~~telecom~~ ~~rev~~ ~~rev~~

→ 95% owned +
AS public full
Public ownership ...

TV = most peoples source of ~~news~~ news 

* Look @ questions for ~~answers~~ and
answers 

9/12
(TV -
Newspaper)

mostly radio type, electronic
journalism.

L.A.T. p. 5 story - Fire in warehouse...
TV → good video! Cover story!! using
many news.

Whitwell/newspapers

News division or separate division.

Variable shows - each division had
to support themselves

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chp Rls revised - classified per

book plus other
criteria eg:

hygiene plus
det was

1

4

5

1

2

3

4

5

~~hygiene~~ ~~plus~~ ~~det was~~ ~~plus~~

→ "hygiene" plus other ~~det was~~
~~det was~~ ~~plus~~ ~~det was~~

media struck

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Should athletes be paid?

- bulgares
- corporate sponsor

admin/athletes profit from athletics:

→ NCAA → reward = education
70% pro choice
recent = learning integrity

Walter - weasels wanted
Albert Einstein

Motion pictures as our cultural language
- L.A.T -

[Desensitized Children via
TV Violence / Cartoons.

Born to read about ~~you~~ self.

La Ric- taum

~~Library~~ Tsi & library
map for map

unworthy group be on own press

1839 PHOTOGRAPHY.

Replacement for part 10

12 - GNL was → ~~photo~~! photo journal in
with BRADY - war stories (still story)

Thinking

Limits of Technology.

UNDERSTAND TECHNOLOGY & POWER of GOVT =
UNDERSTANDING MEDIA.

A DDTG WORSE THAN FOOTA

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clip files -

Amot Amin - why pulled article X

Position paper 25 p. papers with some
illustrations ~~and~~ cartoons etc →
appendix in the back. Full footnotes
Annotated bibliography - critical
summary & material used, research
log → good/bad/not helpful/
opinion on piece → contributing factor
to paper.

→ least expectation - awareness of
issues - mass media & esp. of
"issues" to include influence of
mass media on the issue. eg,
coverage taking p mass media events,
areas of concern: Umbrella topic: eg
professional sports → Pete Rose/Commission
use of the media to present case... >

Anything is made for play asking for
unbelievable things → fellow journalists,
~~the rest of the world~~ Thick Radio...

→ critical approach to ads —
Cathman ↓

see how & nonsense &

~~manipulating~~ media —
manipulating statistics, messages
numbers & figures — Lies, Dam Lies &
~~statistics~~ Statistics.

Logic = water crisis & thought
trickster → but logic...

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[Position paper: effect of mass media on
Television filling the gap of the vanishing
community consciousness -]

(Emotional fulfillment → soap operas / ...
Shelter words → fantasy side
↓ reality confusion
in electronic choral

pressures of individual w/ a non-community
mass society → isolation → TV reality

Not "the ex. of TV" → but stated purposes &
responsibilities w/ social role → controlling
the genre

Art forcing its will on reality →
trivial eg. Trekkie & the Shuttle "Enterprise"

solitary

Next ASSIGNMENT -

" IN COUNTRY " - (HST/100) -

Comm 427 - Books effects of
Society - general
students
one found govt control.

10 Books. - Jonathan Yardley
Water Perry 230 million = 1 or 2 million
serious readers.

1. political - Thomas Paine, Common Sense
2. Harold Bleeke Stace, Uncle Tom's Cabin
3. Upton Sinclair, The Jungle
4. Rachel Carson, Silent Spring
5. Ralph Nader, Unsafe @ Any Speed
- Alexander Hamilton, The Federalist
- Henry George, Progress & Poverty
- Edward Bellamy, Looking Backward
- Lincoln Steffens, The Shame of the Cities
- David Hilberstein, The Best & the Brightest

Cultural: D.H. Thoreau Walden

2) Walt Whitman in Leaves of Grass

3) Harriet Alger, street life in NY.

4) Mark Twain, the Adventurer & Huckleberry Finn.

5) Fannie Farmer Boston Cooking School Cookbook

6) Thorstein Veblen: The Theory of the Leisure Class.

7) W.E.B. Du Bois: The Souls of Black Folk.

8) Ernest Hemingway in "In Our Time"

9) Dale Carnegie: How to win Friends & Influence People

10) Benjamin Spock: The Common Sense Book of Baby & Child Care

America's Textbook Fiasco: A Conspiracy
of Good Intentions - Harriet Tyan-Berstein:
What is a Good text-book?
~~The Bad Writing Problem.~~

Book treat most topics so superficially
that students can't make sense of what
they're reading.

~~THE~~ BAD WRITING PROBLEM:

The basic elements of good storytelling
are lost in the editing
process.

Readability Problems

To add confusion to boredom, short & vague
words are often substituted for longer,
precise ones. Instead of "esophagus," there
will be "food tube." Instead of
"photoplasm," there will be "stuff."

Stories are ~~not~~ ^{not} Great

~~THE~~ "misleading" Problem

Since publishers are held accountable
for a number of topics & facts, but not
for coherence, coherence suffers.

CRITIC & PUBLISHERS Martin Gurnea

"Nearly every trade book publisher, I am
yet to court, can expect to be there soon."

DISSENT FROM THE START

"S & S" cases often are won by
is suggesting in the courts that government

Who was the Victim?

A Double Advice?

Those Books won't Get Written"

A First Amendment Case?

Attacks on the Law

(→ separate control of crime victims
" " " criminal attorney

(→ story of cooperation but no contact
story based on trial record or
fabricated account
contact up to but w/o including crime
itself.

The ISSUE: Fair to Courts

Crime is of tremendous public
concern. Curtailing discussion
that it relates to ~~the~~ ^{the} Amendment!

